Rock Out and Look Good with the Stylish New MOTOROKR™ U9 Exclusively From Fido

Sensuous and Smart Design Combines Motorola's Iconic Style with a Great Mobile Music Experience

Montreal. QC, – July 30, 2008 – Motorola Canada and Fido today announce the newest addition to Motorola's ROKR music family of handsets, the MOTOROKR U9, available exclusively at Fido®.

MOTOROKR U9 embodies the stylish side of music with an elegant curvaceous design and unique advancements in mobile entertainment technology that make music a multi-sensory experience. Its metallic gloss finish comes to life with animated, colourful screen savers that appear to "float" across the borderless external display. Touch sensitive, digital external music keys allow you to control the music player from the outside, appearing magically on the display along with the name of the song and artist.

Seamless and lightweight, MOTOROKR U9 is small enough to fit perfectly into a pocket or hand, but big on great sound including CrystalTalk™ audio adjustment technology for clear sound in noisy areas. U9 also features Stereo Bluetooth® for a superior wireless experience and sound.

MOTOROKR U9 – Style and So Much More:

- Advanced "speaker independent" voice recognition dialing and talking phone features take "hands free" to the next level.
- A 2.0 megapixel with 4x zoom camera, landscape viewfinder, deliver quality, printable[1] and sharable images.
- Share the latest gossip and buzz with friends and family with easy SMS text messaging, video capture and playback, and push email.

MOTOROKR U9 – For You – For Music You:

- Easy transition from phone to music and back again, MOTOROKR U9 automatically pauses music as calls come through.
- Microsoft Windows Media® Player 11 makes the U9 ready to rock as soon as it's out of the box, with simple synching and automatic recognition of the device.
- Integrated music player supports multiple audio files: Windows® WMAv10 plus Janus DRM, MP3, AAC, AAC+, AAC+ enhanced.
- Personalize your music by uploading tracks from a PC using high-speed USB 2.0 for fast transfers.[2]
- Up to 30MB of on-board user memory[3] and an optional micro SD memory card enables storage of 4GB of music, pictures and other media.

- With stereo Bluetooth® wireless technology, users can enjoy a wireless mobile stereo experience on the go with compatible Bluetooth-enabled stereo headphones such as the MOTOROKR S9 wrap-around headset.[4]

“MOTOROKR U9 allows Canadians to talk and rock in style with the next popular spin on Motorola's oval clamshell design, delivering the most stylish and dynamic mobile music experience,” said Jim Madigan, director of GSM sales at Motorola Canada.

“Fido is pleased to add the MOTOROKR U9 to our extensive lineup of music phones,” said Patrick Hadsipantelis, VP, Fido Marketing. “Fido customers are young and urban and music is a big part of their lives. The MOTOROKR U9 is an ideal choice for our customers who are seeking a stylish music phone at an attractive price point.”

Complementing MOTOROKR U9’s crystal clear sound, Motorola introduces the ultimate companion accessory – the MOTOPURE H12 Universal Bluetooth Headset. MOTOPURE H12 delivers superior sound in a sleek, retro comfortable design for the sophisticated on-the-go consumer. With its minimal size and maximum audio performance, MOTOPURE H12 is the first Bluetooth headset with Motorola’s proprietary audio-enhancing CrystalTalk technology to help silence background noise and allow the user to hear better, as well as be heard more clearly. Dual microphones separate the user’s voice from background and wind noise, enhancing the voice and channeling pure, clear audio directly into the ear.

For more information on MOTOROKR U9 , please visit: http://direct.motorola.com/hellomoto/motou9zone. For more information on MOTOPURE H12 visit: http://direct.motorola.com/hellomoto/h12.

Availability
The MOTOROKR U9 is available exclusively at Fido outlets, retail partners and online at www.fido.ca for $75 with a three-year Fido Agreement. For additional information, please visit www.fido.ca. The MOTOPURE H12 Universal Bluetooth Headset is available at your local Fido dealer.

About Motorola
Motorola is known around the world for innovation in communications. The company develops technologies, products and services that make mobile experiences possible. Our portfolio includes communications infrastructure, enterprise mobility solutions, digital set-tops, cable modems, mobile devices and Bluetooth accessories. Motorola is committed to delivering next generation communication solutions to people, businesses and governments. A Fortune 100 company with global presence and impact, Motorola had sales of US $36.6 billion in 2007. For more information about our company, our people and our innovations, please visit http://www.motorola.com.

About Fido
Fido offers Canadian consumers a wide range of wireless voice and data communications products and services, including international roaming in 200 countries/areas. Fido is wholly owned by Rogers Wireless Inc., Canada's largest wireless provider and the country's only carrier operating on the global standard GSM technology platform. For more information, please visit fido.ca.

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Certain mobile phone features may not be activated by your service provider, and/or their network settings may limit the feature's functionality. Contact your service provider for details. All features, functionality and other product specifications are subject to change without notice or obligation.

[1] Optional printer required

[2] The unauthorized copying of copyrighted materials is contrary to the provisions of the Copyright Laws of the United States and other countries. This device is intended solely for copying non-copyrighted materials, materials in which you own the copyright, or materials which you are authorized or legally permitted to copy. If you are uncertain about your right to copy any material, please contact your legal advisor.

[3] Available user memory varies due to the configuration of the phone, which varies by service provider.

[4] This device supports Bluetooth A2DP and AVRCP profiles. In order for Bluetooth devices to communicate with one another, they must utilize the same Bluetooth profile. To determine the profiles supported by other Motorola devices, visit www.hellomoto.com/bluetooth. For other devices, contact their respective manufacturer. Certain Bluetooth features including those listed may not be supported by all compatible Bluetooth-enabled devices, and/or the functionality of such features may be limited in certain devices, or by certain wireless carriers. Contact your wireless carrier about feature availability and functionality.